



Title: Trademark Policy
Effective Date: August 1, 2025
Issuing Authority: Senior Vice President for Marketing Communications
Policy Contact: Assistant Vice President for Marketing Communications
478-301-2716

Purpose

The Office of General Counsel, on behalf of Mercer University, has registered the names, logos, and trademarks of the University with the Patent and Trademark Office of the United States and with the State of Georgia.

Registration establishes the University's ownership of the Mercer marks and its exclusive right to use the marks throughout the United States and Georgia. Registration enables the University to prevent others from using the Mercer marks in an unauthorized manner. The University has delegated the responsibility for this program to the Office of Marketing Communications.

This policy is designed to assist Mercer's Office of Marketing Communications to accomplish its missions of: (1) protecting the University's reputation, good name and image by ensuring proper use of all of Mercer marks; (2) generating unrestricted income to support the operational goals of the University; and (3) assuring that only quality products bear Mercer marks.

Scope

This policy applies to members of the Mercer University community.

Exclusions

None

Definitions

As used in this policy, the following term(s) have the meaning specified below:

Mercer marks: any and all names, logos, trademarks, service marks, wordmarks, insignias or other images, whether or not registered, utilized by Mercer University.

Officially licensed vendor: any vendor who obtains from Learfield Licensing Partners Inc. a license to sell merchandise bearing Mercer marks.

Policy Statement

State and federal law require all trademark holders to exercise control over the use and quality of its marks. Further, the University has delegated the responsibility for all Mercer marks to the Office of Marketing Communications.